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Food Information Service
United States Department of Agriculture
Office of Information
Washington 25, D.C.

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Subject: **U. S. Crop Corps Insignia**

Field Distribution: Regular Food Information Series distribution plus distribution to Extension Directors, State Farm Labor Supervisors, WLA Supervisors, VFV Supervisors

Suggested Use: For information of persons preparing Crop Corps material.

Changes in design of the Crop Corps insignia were discussed by the Extension Service, Office of Information, the Office of Labor and The Office of War Information. All were agreed that certain changes would be advisable but that basic alteration of the design would be unwise since the insignia were widely used last year and accumulated advertising value.

The principal objection to the form of the insignia most used last year, was that the cog when used as the letter "C" for the words "Crop" and "Corps" at the same time does not at first glance read like a "C", and the words become "Rop Orps". To avoid this unsatisfactory reaction, the new designs shown below are suggested for use in all cases, in place of the old design shown at the bottom of the page. This does not affect the WLA or VFV insignia, although care should be used in the VFV insignia to make sure that the border around the VFV center is a "C" with small cogs of the gear wheel inside of the "C".

The presentation of the insignia in connection with the wording of the "U. S. Crop Corps" will then be as follows or similar adaptations which carry the complete name.

C U. S. CROP CORPS

U. S. CROP CORPS

C U.S. CROP CORPS C
U. S. CROP CORPS

DISCARD THIS OLD DESIGN:



